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ABSTRACT

This book is a collection of nine papers presented at a 1996 symposium that addressed issues and models for strategic thinking about higher education, especially the economics of higher education, institutional mission as it affects positive change and accountability, and technology. The included papers are: (1) "Why Can't a College Be More Like a Firm?" (Gordon C. Winston); (2) "Thinking Seriously about Paying for College: The Large Effects of a Little Thought" (George R. Goethals and Cynthia McPherson Frantz); (3) "Opportunity and Responsibility: The Market for Selective Private Higher Education" (James S. Roberts); (4) "Enabling Metaphors of Innovation and Change" (Michael J. Kelly); (5) "Campus-Wide Approach to Systems Planning" (Frederick A. Rogers); (6) "Manic Over Measures: Measuring, Evaluating, and Communicating Administrative Performance in Higher Education" (Richard N. Katz); (7) "Benchmarking in Higher Education" (C. Jackson Grayson, Jr.); (8) "Higher Education's Information Challenge" (Marshall W. Van Alstyne); and (9) "The Unsustainability of Traditional Libraries" (Brian L. Hawkins). (Individual papers contain references.) (DB)

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